

## **REMARKS**

Amended claim 1 calls for providing Internet services to a customer through a service provider on behalf of a retail vendor, the service provider to provide an initial interface on behalf of the retail vendor.

Netsurfer does not teach providing Internet services to customer through a service provider on behalf of retail vendor. Paper No. 15, page 4, lines 6-7. Based on the examiner's explanation of ZipLink's virtual ISP program, it appears that an interface is provided by ZipLink's customer direct.

For example, pursuant to the examiner's explanation of a client using ZipLink's virtual ISP, the client

will see the vendor site first, during sign-in and like any Internet service provider the vendor would be provide with a graphical user interface for customer to access other sites and to search. Therefore, since the vendor is the ISP, the first thing the customer see, is the vendor site and from the site the customer would be accessing the Internet or searching on the Internet.

Paper No. 15, page 11, lines 9-13.

According to some embodiments of the present invention, a service provider may control and maintain a client system; but, it may do so on behalf of a particular retail vendor. For example, the service provider may provide a graphical user interface on behalf a particular retail vendor. *See, e.g.*, Specification page 7, line 22- page 8, line 2. In contrast, as explained by the examiner, customers obtaining Internet services through a vendor first see a graphical user interface *from the vendor site because the vendor is the ISP*. Thus, neither ZipLink nor Netsurfer disclose all of the limitations of claim 1 alone or in combination. Accordingly, reconsideration of the rejection is requested.

Under a similar analysis, independent claims 11 and 21 are also believed to be patentable over Netsurfer in view of ZipLink.

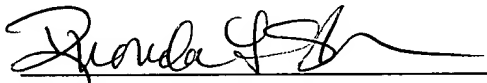
## **CONCLUSION**

In view of the amendments and remarks herein, the application is believed to be in condition for allowance. The examiner's prompt action in accordance therewith is respectfully requested.

The commissioner is authorized to charge any additional fees, including extension of time fees, or credit any overpayment to the Deposit Account Number 20-1504 (ITL.0391US).

Respectfully submitted,

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